WHAT IS CLAIMED IS:

1. A toner consisting of either a black toner or a color toner for use in an oil-less fixing system free from an oil coating on a fixing roller, the toner comprising:

a binder resin and a wax, as well as carbon black having an oil absorption of 50 to 100 mL/100g where the toner is the black toner, or a coloring agent where the toner is the color toner,

wherein said binder resin has a rate of decrease of storage elastic modulus G′ of not more than 0.3 Pa/°C as determined in association with temperature increase in the range of 160 to 200°C.

2. A toner according to Claim 1, wherein said binder resin has a weight average molecular weight [Mw] in the range of 10,000 to 200,000 and an [Mw/Mn] ratio between [Mw] and a number average molecular weight [Mn] of the binder resin in the range of 1 to 15.

3. A toner according to Claim 1 or 2, wherein said binder resin has a peak rate of decrease of the storage elastic modulus G′ in the temperature range of 70 to 100°C.

4. A toner according to Claim 1, wherein a content of said wax is not more than 10 parts by weight based on 100 parts by weight of said binder resin.

5. A toner according to Claim 1, wherein said toner is the black toner, said binder resin is a polyester resin,

and said wax is a Fischer-Tropsh wax.

6. A toner according to Claim 1, wherein said toner is the black toner and used for forming a color image.

7. A toner according to Claim 1, wherein said toner is the color toner and said binder resin contains a styrene-acryl resin, polyester resin, epoxy resin or phenol resin.